

## **Chapters 4**

### Patterns of Mass Media Exposure in Bijoypur Village

## CHAPTER 4

The present chapter deals with the pattern of Mass-Media exposure of the respondents. The patterns of Mass-Media exposure of the Respondents may be analyzed in terms of their exposure to different media of mass communication i.e. Radio, Newspapers, Magazines, Television, Cinema, VCD/DVD player. It may also include New Communication Technology devices such as Internet, Computer, and Mobile Phone, I-Pod etc.

1. Ownership of Radio, Time Spent on listening Radio, Programme Preferences, Radio Station Preferences, Health Programmes, and Time listened to Health Programmes.
2. Subscription of Newspaper, Name of the Newspaper, Time Spent on reading Newspaper, Reading Sections of Newspaper.
3. Reading Magazine, Name of the Magazines read by the respondents.
4. Ownership of Television, Watching Television, Time Spent on Watching Television, Cable Connection, Programme watch on Television, Television channels watched by the respondents, Health Programmes, Time Spent on watching Programme.
5. Movie Theatre watched by the respondents, Movie watched by the respondents in 3 months, Movie preferences, Language preference while watching Movies.
6. Watching movies on VCD/DVD Player by the respondents, Ownership of V.C.D.
7. Frequency of sending Letter by the respondents, Postal Preferences, Purpose of Sending Letter,
8. Mobile Ownership, Regular Call preference of the respondents on Mobile.
9. Frequency of access to Computer of the respondents, Place of Accessing to Computer by the respondents, Purpose of using Computer.
10. Access to Internet by the respondents, Frequency of using Internet, Place of accessing Internet, Purpose of using Internet, Frequency of using Internet by the Family member of the Respondents.

11. Comfort level of using Computer, Comfort level of using Internet, Digital Literacy, and Preference of Message Sending.

**The Broadcast Media (Radio):**

Radio is a broadcasting media gained popularly during the period of Second World War, when it was used for propaganda during the war period. In Post World War scenario, it has been used to influence the opinion and attitude of the people and was recognized as one of the most powerful media helpful in the process of social change and development. Broadcasting was introduced in India by amateur radio clubs in Kolkata, Mumbai, Madras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay and other cities.

**Patterns of Exposure to Radio:**

The Patterns of exposure to Radio may be analysed in terms of Ownership of Radio, Time spent on Radio listening, Programme Preferences, Radio Station Preferences, and Health Related Programme, Time listened to Health Programme,

**Ownership of Radio:**

The respondents were asked to mention whether they have radio or not. Their responses are shown below in Table 4.1

**Table No: 4.1 Ownership of Radio**

Sl. No	Ownership of Radio	Sex		Total	Percentage %
		Male	Female		
1	No	{43.7%} 28 (47.4%)	{56.2%} 36 (54.5%)	64	51.2
2	Yes	{50.8%} 31 (52.5%)	{49.1%} 30 (45.4%)	61	48.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (51.2%) do not have radio, while less than half of the respondents (48.8%) have radio.

### Time spent on Radio listening:

The respondents were asked to mention about the frequency of radio listening. For this, purpose, they are categorized into three categories: i) Do not listen ii) Less than one hour and iii) 1-2 hour. The distribution of the respondents into these categories is shown in the table 4.2

**Table No: 4.2 Times Spent on Radio Listening**

Sl. No	Time Spent on Radio Listening	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	(46.2%) 31 {52.5%}	(53.7%) 36 {54.5%}	67	53.6
2	Less than 1 hour	{48.2%} 27 (45.7%)	{50%} 28 (42.4%)	56	44.8
3	1-2 hours	{50%} 01 (1.7%)	{100%} 02 (3.03%)	02	1.6
4	3-4 hours	00	00	00	00
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (53.6%) do not listen to radio, while less than half of the respondents (44.8) listen radio for less than 1 hour and only a few of the respondents (1.6%) listen radio for 1-2 hour only.

### Programme Preferences:

The respondents were asked to mention what kind of programme they listen on radio. For this purpose, they are categorized into four categories: i) Do not listen ii) News iii) Entertainment and iv) Regional Based Programme. The distribution of the respondents into these categories is shown below in Table 4.3

**Table No: 4.3 Programme Preferences**

Sl. No	Programme	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{46.3%} 31 (52.5%)	{53.7%} 36 (54.5%)	67	53.6
2	News	{55.5%} 25 (42.4%)	{44.4%} 20 (30.3%)	45	36
3	Entertainment	00	00	00	00
4	Regional	{23.1%} 03 (5.1%)	{76.9%} 10 (15.1%)	13	10.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (53.6%) do not listen radio, while more than one-third of the respondents (36%) listen news and a little more than one-tenth of the respondents (10.4%) listen regional programmes.

#### **Radio Station Preferences:**

The respondents were asked to mention about the preferences of radio station they listen on radio. For this purpose, they are classified into four categories: i. Do not Listen ii. Listen International Programme iii. National Programme and iv. Regional Programme. The distribution of the respondents into these categories is shown below in Table 4.4

**Table No: 4.4 Radio Station**

Sl. No	Radio Station	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{46.3%} 31 (52.5%)	{53.7%} 36 (54.5%)	67	53.6
2	International	00	00	00	00
3	National	{57.1%} 20 (33.9%)	{42.8%} 15 (22.7%)	35	28
4	Regional	{72.7%} 08 (13.5%)	{27.3%} 03 (4.5%)	11	8.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data shows that majority of the respondents (53.6%) do not listen to radio, while a little more than one third of the respondents (28%) listen to national station, while a little more than one tenth of the respondents (8.8%) listen to regional station, and a few of the respondents (1.6%) listen to international station.

#### Health Related Programme:

The respondents were asked to mention whether they listen to health programme or not.

Their responses are shown below in Table 4.5

**Table No: 4.5 Health Related Programme**

Sl. No	Health Related Programme	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{46.5%} 53 (89.8%)	{53.5%} 61 (92.4%)	114	91.2
2	Yes	{54.5%} 06 (10.2%)	{45.4%} 05 (7.6%)	11	8.8
	<b>Total</b>	<b>59 (47.2%)</b>	<b>66 (52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (91.2%) do listen health related programmes, while only a little less than one tenth of the respondents (8.8%) listen health related programme.

#### Time spent on Health Programme:

The respondents were asked to mention about the time they spent on listening health programme. For this purpose, they are classified into two categories: i) Do not listen and ii) less than one hour. The distribution of the respondents into these categories is shown below in Table 4.6

**Table No: 4.6 Time spent on Health Programme**

Sl. No	Time spend on listening health related Programme	Sex		Total	Percentage %
		Male	Female		
1	Do Not Listen	{46.5%} 53 (89.8%)	{53.5%} 61 (92.4%)	114	91.2
2	Less than 1 hour	{54.5%} 06 (10.2%)	{45.4%} 05 (7.6%)	11	8.8
	<b>Total</b>	<b>59 (47.2%)</b>	<b>66 (52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (91.2%) do not listen health related programme on radio. While a less than one-tenth (8.8%) of the respondents listen to health related programme just for less than 1 hour.

**The Print Media:**

The print media include printed matter such as News papers, Magazines, Pamphlets, and Posters etc. But in the context of the present study Newspapers and Magazines are taken as major forms of Print Media.

**Pattern of Exposure to Newspaper:**

The pattern of exposure to Newspaper may be analyzed in terms of Newspaper Reading and Name of the Newspaper, Subscription of Newspaper and Name of the Newspaper, Times Spent on Reading Newspaper and Parts of Newspaper.

**Newspaper Reading:**

The respondents were asked whether they read Newspaper or not. Their responses are shown below in table 4.7

**Table No: 4.7 Newspaper Reading**

Sl. No	Newspaper Reading	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{27.3%} 21 (35.6%)	{72.8%} 56 (84.8%)	77	61.6
2	Yes	{79.2%} 38 (64.4%)	{20.8%} 10 (15.1%)	48	38.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (61.6%) do not read Newspaper, while only less than two fifth of the respondent (38.4%) read Newspaper.

**Newspaper subscribed by the Respondent:**

The respondents were asked to mention about the name of the Newspaper they read. For this purpose they are classified into three categories i) Do not Read ii) Dainik Juga

Sankha and iii) Samoyik Parasanga. The distribution of the respondents into these categories is shown below:

**Table No: 4.8 Newspaper read by the Respondent**

Sl. No	Name of Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{27.3%} 21 (35.6%)	{72.7%} 56 (84.8%)	77	61.6
2	DainikJuga Sankha	{50%} 15 (25.4%)	{16.6%} 05 (7.6%)	30	24
3	Samoyik Prashanga	{72.2%} 13 (22.03%)	{27.7%} 05 (7.6%)	18	14.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (61.6%) do not read Newspaper, while a little less than one third of the respondents (24%) read Dainik Jugasankha newspaper, and remaining less than one sixth of the respondents (14.4%) read Samoyik Parasanga.

#### **Subscription of Newspaper:**

The respondents were asked to mention whether they subscribe to any Newspaper or not. Their responses is shown below in table 4.9

**Table No: 4.9 Subscription of Newspaper**

Sl. No	Subscription of Newspaper	Sex		Total	Percentage %
		Male	Female		
1	No	{27.3%} 21 (35.6%)	{72.8%} 56 (84.8%)	77	61.6
2	Yes	{79.2%} 38 (64.4%)	{20.8%} 10 (15.1%)	48	38.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (61.6%) do not subscribe Newspaper, while little less than two fifth of the respondents (38.4%) subscribe Newspaper.

#### **Newspaper subscribed by Respondents:**

The respondents were asked to mention the name of the Newspaper they subscribe to. For this it is being categorized into four categories: i) Do Not read ii) Dainik Jugasankha iii)



Samoyik Prasanga iv) Dainik Jugasankha+Samoyik Prasanga. The distribution of the respondents into these categories is shown in table no: 4.10

**Table No: 4.10 Name of the Newspaper**

Sl. No	Name of the Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{27.3%} 21 (35.6%)	{72.8%} 56 (84.8%)	77	61.6
2	Dainik Jugashank	{80%} 20 (33.9%)	{20%} 05 (7.6%)	25	20
	Samoyik Prasanga	{75%} 09 (15.2%)	{25%} 03 (4.5%)	12	9.6
2	Dainik Jugasankha+Samoyik Prashanga	{81.8%} 09 (15.2%)	{18.2%} 02 (3.03%)	11	8.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (61.6%) do not read newspaper, while one fifth of the respondents (20%) read Dainik Jugasankha, less than one tenth of the respondents (10.4%) read Samoyik Prasanga and a few of the respondents (8.8%) read Dainik Jugasankha+Samoyik Parasanga.

#### **Times Spent on Reading Newspaper:**

The respondents were asked to mention about the time spent on reading Newspaper. For this purpose, they are categorized into two categories: i) Do not Read and ii) Less than one hour. The distribution of the respondents into these categories is shown below in table 4.11

**Table No: 4.11 Times Spent on Reading Newspaper**

Sl. No	Time Spent	Sex		Total	Percentage %
		Male	Female		
1	Do not read	{27.3%} 21 (35.6%)	{72.8%} 56 (84.8%)	77	61.6
2	Less than one our	{79.2%} 38 (64.4%)	{20.8%} 10 (15.1%)	48	38.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (61.6%) do not subscribe or read Newspaper, while more than one third of the respondents (38.4%) spent less than one hour in reading Newspaper.

**Section of Newspaper Read:**

The respondents were asked to mention about the section of the Newspaper they read. For this purpose, they are categorized into five categories: i) Editorial ii) Cinema iii) Sports iv) Politics and v) Regional section. The distribution of the respondents into these categories is shown below in the table 4.12

**Table No: 4.12 Section of Newspaper Read**

Sl. No	Section of Newspaper	Sex		Total	Percentage %
		Male	Female		
1	Editorial	02 {66.6%} (3.3%)	01 {33.3%} (4%)	03	3.4
2	Cinema	00	{100%} 09 (36%)	09	10.4
3	Sports	{100%} 12 (19.7%)	00	12	13.9
4	Politics	{85.7%} 18 (29.5%)	{14.3%} 03 (12%)	21	24.4
5	Health	{58.8%} 10 (16.4%)	{41.2%} 07 (28%)	17	19.8
5	Regional	{79.2%} 19 (31.1%)	{20.8%} 05 (20%)	24	34.8
	<b>Total</b>	<b>61</b>	<b>25</b>	<b>86</b>	<b>100</b>

The data reveal that majority of the respondents (34.8%) read regional section of the Newspaper, while about one fourth of the respondents (24.8%) read political section of the Newspaper; About one-tenth of the respondents (10.4%) read cinema related news, near about one-fifth of the respondents (19.8%) read health related news. And more than one-tenth of the respondents (13.9%) read sports related news. And a few of the respondents of the respondents (3.4%) read editorial part of the newspaper.

**Pattern of Exposure to Magazine:**

The Patterns of exposure to Magazine may be analyzed in terms of Magazine reading, Magazine read by the respondents, Health issues, Frequency of Watching Television, Place of Watching Television,

**Magazine:**

The patterns of exposure to Magazine respondents were asked whether they read Magazine or not. Their responses are shown below in table 4.13

**Table No: 4.13 Magazines**

Sl. No	Magazine	Sex		Total	Percentage %
		Male	Female		
1	No	{47.4%} 55 (93.2%)	{52.6%} 61 (92.4%)	116	92.8
2	Yes	{44.4%} 04 (6.8%)	{55.5%} 05 (7.6%)	09	7.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (92.8%) do not read Magazine, while less than one tenth of the respondents (7.2%) read Magazine.

**Magazine Read by the Respondent:**

The respondents were asked what the Magazines they read are. For this purpose, it has been categorized into three categories: i. Do Not Read ii. Sananda iii. Susasthya. The distribution of the respondents is shown in the table below:

**Table No: 4.14 Magazine Read by the Respondent**

Sl. No	Name of Magazine	Sex		Total	Percentage %
		Male	Female		
1	Do Not Read	{47.4%} 55 (93.2%)	{52.6%} 61 (92.4%)	116	92.8
2	Sananda	{16.6%} 01 (1.7%)	{83.3%} 05 (7.6%)	06	4.8
3	Susasthya	{100%} 03 (5.1%)	00	03	2.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (92.8%) do not read Magazine, while less than one tenth of the respondents (4.8%) read Sananda Magazine while a few respondents (2.4%) read Susasthya Magazine.

**Health Issues:**

The respondents were asked to mention whether they read any health related Magazine  
The distribution of the respondents in these categories is shown below in Table No.4.15

**Table No: 4.15 Health Issues**

Sl. No	Health Issues	Sex		Total	Percentage %
		Male	Female		
1	No	{47.4%} 55 (93.2%)	{52.6%} 61 (92.4%)	116	92.8
2	Yes	{44.4%} 04 (6.7%)	{55.5%} 05 (7.6%)	09	7.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (92.8%) does not read health issues in magazine, while less than one tenth of the respondents (7.2%) read health issues.

**Patterns of Exposure to Television:**

The Patterns of exposure to Television may be analysed in terms of ownership of Television, Frequency of Watching Television, Place of Watching Television, Time Spent on watching Television, Cable Connection, Programme Watch on Television, Channel watch by Respondent, Health Programme, Time Spent,

### Ownership of Television:

The respondents were asked about the ownership of Television. The distribution of the respondents into these categories is shown below in Table No 4.16

**Table No: 4.16 Ownership of Television**

Sl. No	Ownership of Television	Sex		Total	Percentage %
		Male	Female		
1	No	{34.6%} 09 (15.2%)	{65.4%} 17 (25.7%)	26	20.8
2	Yes	{50.5%} 50 (84.7%)	{49.5%} 49 (74.2%)	99	79.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (79.2%) have Television at their home, while less than one fifth of the respondents (20.8%) do not have Television.

### Frequency of Watching Television:

The respondents were asked whether they watched Television regularly or not. The distribution of the respondents into these categories is shown below in table no. 4.17

**Table No: 4.17 Frequency of Watching Television**

Sl. No	Watching Television	Sex		Total	Percentage %
		Male	Female		
1	No	{40.9%} 25 (42.4%)	{59.01%} 36 (54.5%)	61	48.8
2	Yes	{53.1%} 34 (57.6%)	{46.9%} 30 (45.4%)	64	51.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (51.2%) watch television regularly, while more than half of the respondents (48.8%) do not watch television regularly.

### Place of Watching Television:

The respondents were asked to mention about their place of watching Television. For this purpose they are categorized into three categories: i. Do Not Watch ii. At Home iii. At

Neighbors' Place/Relative Place. The distribution of the respondents into these categories is shown in the table no. 4.18

**Table No: 4.18 Place of Watching Television:**

Sl. No	Place of Watching Television	Sex		Total	Percentage %
		Male	Female		
1	Do Not Watch	{25%} 02 (3.4%)	{75%} 06 (9.1%)	08	6.4
2	At home	{48.7%} 55 (93.2%)	{51.3%} 58 (87.9%)	113	90.4
3	At Neighbors' Place/Relative Place	{50%} 02 (3.4%)	{50%} 02 (3.03%)	04	3.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (90.4%) watch television at home, while less than one tenth of the respondents (6.4%) do not watch television and a few of the respondent watch television (3.2%) at neighbors place or relatives place.

**Time Spent on watching Television:**

The respondents were asked to mention about their time spent on watching television. For this purpose they are categorized into three categories. They are i. do not watch ii. Less than an hour and iii. 1-2 hour. The distribution of the respondents into these categories is shown below in table no.4.19

**Table No: 4.19 Time Spent on watching Television**

Sl. No	Time Spent	Sex		Total	Percentage %
		Male	Female		
1	Do Not Watch	{25%} 02 (3.4%)	{75%} 06 (9.1%)	08	6.4
2	Less Than an hour	{47.3%} 44 (74.6%)	{52.7%} 49 (74.2%)	93	74.4
3	1-2 Hour	{54.2%} 13 (22.03%)	{45.8%} 11 (16.6%)	24	19.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (74.4%) watch television less than one hour, while less than one fifth of the respondents (19.2%) watch television for 1-2 hours. And less than one tenth of the respondents (6.4%) do not watch television.

**Cable Connection:**

The respondents were asked to mention whether they have cable connection at their home or not. The distribution of the respondents into these categories is shown below in table no 4.20

**Table No: 4.20 Cable Connection**

Sl. No	Cable Connection	Sex		Total	Percentage %
		Male	Female		
1	No	{23.8%} 10 (16.9%)	{76.2%} 32 (48.5%)	42	33.6
2	Yes	{59.03%} 49 (83.05%)	{40.9%} 34 (51.5%)	83	66.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (66.4%) have cable connection, while one third of the respondents (33.6%) do not have cable connection.

**Programme Watch on Television:**

The respondents were asked to mention what kind of programmes they watch while watching television. For this purpose, they are categorized into seven categories, they are: i) News ii) Music iii) Movie iv) Sports v) Documentary vi) Mythological vii) Serial. The distribution of the respondents into these categories is shown below in table 4.21

**Table No: 4.21 Programme Watch on Television**

SI No	Type of Programme	Sex		Total	Percentage %
		Male	Female		
1	News	{57.6%} 49 (29.5%)	{42.3%} 36 (24.2%)	85	26.9
2	Music	{54.5%} 24 (14.4%)	{45.4%} 20 (13.4%)	44	13.9
3	Movie	{56%} 28 (16.8%)	{44%} 22 (14.8%)	50	15.8
4	Sports	{67.2%} 39 (23.5%)	{32.7%} 19 (12.7%)	58	18.4
5	Documentary	{77.7%} 14 (8.4%)	{22.2%} 04 (2.7%)	18	5.7
6	Mythological	{15.8%} 03 (1.8%)	{84.2%} 16 (10.7%)	19	6.03
7	Serial	{21.9%} 09 (5.4%)	{78.04%} 32 (21.5%)	41	13.01
	<b>Total</b>	<b>166</b>	<b>149</b>	<b>315</b>	<b>100</b>

The data show that majority of the respondents (26.9) watch news on their television, while little more than one sixth of the respondents (18.4%) watch sports programme, near about one seventh of the respondents watch movies (15.8%), while near about one seventh of the respondents watch Music programmes (13.9%) and serials (13.01%). And less than one tenth of the respondents watch mythological programme; while out of every 20 of the respondents (5.7%) watch documentary based programme.

**Channel watch by Respondent:**

The respondents were asked to mention about the names of the Channels they watch. The distribution of the respondents into these categories is shown below in table no.4.22



**Table No: 4.22 Channel watch by Respondent**

Sl. No	Name of the Channel	Sex		Total	Percentage %
		Male	Female		
1	DDI	{45.8%} 11 (44%)	{54.2%} 13 (6.01%)	24	5.1
2	DDII	00	00	00	00
3	NeTv	{70.9%} 22 (8.8%)	{29.03%} 09 (4.2%)	31	6.6
4	ESPN	{71.4%} 15 (6%)	{28.6%} 06 (2.7%)	21	4.5
5	Sony TV	{51.8%} 14 (5.6%)	{48.1%} 13 (6.01%)	27	5.8
6	SAB Channel	{46.1%} 06 (2.4%)	{53.8%} 07 (3.2%)	13	2.8
7	MTV	{54.5%} 06 (2.4%)	{45.4%} 05 (2.3%)	11	2.4
8	Ne Hi Fi	{54.5%} 06 (2.4%)	{45.4%} 05 (2.3%)	11	2.4
9	Zee Tv	{17.2%} 05 (2%)	{82.7%} 24 (11.1%)	29	6.2
10	Etc	{12.5%} 01 (0.4%)	{87.5%} 07 (3.2%)	08	1.7
11	BBC	00	00	00	00
12	AXN	{100%} 08 (3.2%)	00	08	1.7
13	Zee Cinema	{100%} 08 (3.2%)	{66.6%} 16 (7.4%)	24	5.1
14	Zee Music	{17.6%} 03 (1.2%)	{82.3%} 14 (6.5%)	17	3.6
15	Star Plus	{11.1%} 02 (0.8%)	{88.8%} 16 (7.4%)	18	3.9
16	Star Movies	{60%} 03 (1.2%)	{40%} 02 (0.9%)	05	1.1
17	Star Gold	{66.6%} 12 (4.8%)	{33.3%} 06 (2.7%)	18	3.9
18	Star Utsav	{40%} 06 (2.4%)	{60%} 09 (4.2%)	15	3.2
19	Cartoon channel	{20%} 01 (0.4%)	{80%} 04 (1.8%)	05	1.1
20	Discovery	{64.7%} 11	{35.3%} 06	17	3.6

		(4.4%)	(2.7%)		
21	Nat Geo	{100%} 10 (4%)	00	10	2.1
22	Aastha	{55.5%} 05 (2%)	{44.4%} 04 (1.8%)	09	1.9
23	Ten Sports	{100%} 09 (3.6%)	00	09	1.9
24	Sanskar	00	00	00	00
25	Aaj Tak	{55.5%} 05 (2%)	{44.4%} 04 (1.8%)	09	1.9
26	CNN	00	00	00	00
27	Sahara TV	{100%} 02 (0.8%)	00	02	0.4
28	Colors	{19.04%} 04 (1.6%)	{80.9%} 17 (7.9%)	21	4.5
29	NDTV 24x7	00	00	00	00
30	NDTV Imagine	00	{100%} 03 (1.4%)	03	0.6
31	Star News	{100%} 03 (1.2%)	00	03	0.6
32	HBO	{100%} 03 (1.2%)	00	03	0.6
33	DD Ne	{82.8%} 29 (11.6%)	{17.1%} 06 (2.7%)	35	7.5
34	BTN	{100%} 15 (6%)	00	15	3.2
35	Zee Bangla	{23.1%} 03 (1.2%)	{76.9%} 10 (4.6%)	13	2.8
36	Animal Planet	{100%} 05 (2%)	00	05	1.1
37	Aakash Bangla	{100%} 03 (1.2%)	{100%} 03 (1.4%)	06	1.3
38	News Live	{100%} 10 (4%)	00	10	2.1
39	Star Jalsha	{36.4%} 04 (1.6%)	{63.6%} 07 (3.2%)	11	2.1
	<b>Total</b>	<b>250</b> <b>(53.6%)</b>	<b>216</b> <b>(46.3%)</b>	<b>466</b>	<b>100</b>

The data reveal that majority of the respondents (7.5%) watch DD Ne Channel, (28%), next, less than one tenth of the respondents (6.6%) watch NeTv Channel, less than one

tenth of the respondents watch Zee TV (6.2%), Sony TV (5.8%), Zee Cinema (5.1%), Color Channel (4.5%), ESPN (4.5%), Star Gold (3.9%), Star Plus (3.9%), Discovery (3.6%), Zee Music (3.6%), Star Utsav (3.2%), BTN (3.2%), Zee Bangla (2.8%), SAB Channel (2.8%), News Live (2.1%), Star Jalsha (2.1%), Nat Geo (2.1%), Aaj Tak(1.9%), etc (1.7%), Akash Bangla (1.3%), Cartoon Channel (1.1%), Animal Planet (1.1%). And a few respondents watch channel as Star News (0.6%), HBO (0.6%), NDTV Imagine (0.6%), and Sahara TV (0.4%) .

#### Health Programme:

The respondents were asked to mention whether they watch health related programme or not. The distribution of the respondents into these categories is shown below in table no. 4.23

**Table No: 4.23 Health Programme**

Sl. No	Health Programme	Sex		Total	Percentage %
		Male	Female		
1	No	{46.08%} 53 (89.8%)	{53.9%} 62 (93.9%)	115	92
2	Yes	{60%} 06 (10.1%)	{40%} 04 (6.1%)	10	8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that most of the respondents (92%) do not watch health related programme on television, while less than one tenth of the respondents (8%) watch health programme.

#### Time Spent:

The respondents were asked about their time spent on watching health related programme. For this purpose, they are categorized into three categories: i.do not watch ii. Less than one hour and ii. 1-2 hour. The distribution of the respondents is shown below in table no. 4.24

**Table No: 4.24 Times Spent**

Sl. No	Time spent	Sex		Total	Percentage %
		Male	Female		
1	Do not watch	{46.08%} 53 (89.8%)	{53.9%} 62 (93.9%)	115	92
2	Less than 1 hour	{66.6%} 04 (6.7%)	{33.3%} 02 (3.03%)	6	4.8
3	1-2 hours	{50%} 02 (3.4%)	{50%} 02 (3.03%)	4	3.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (92%) do not health related programme, while a few of the respondent (4.8%) spent less than one hour watching television, again a few of the respondents spend (3.2%) 1-2 hours watching programme.

#### **Patterns of Exposure to Cinema:**

The Pattern of exposure to Cinema may be analysed in terms of Cinema watching, Watch Cinema in last three Months, Types of Movies, and Language Preferences while watching Cinema

#### **Cinema:**

The respondents were asked to mention whether they watch movies in movie theatre or not. The distribution of the respondents into these categories is shown below in table no.4.25

**Table No: 4.25 Cinema**

Sl. No	Cinema	Sex		Total	Percentage %
		Male	Female		
1	No	{44.5%} 53 (89.8%)	{55.4%} 66 (100%)	119	95.2
2	Yes	{100%} 06 (10.2%)	0	6	4.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that most of the respondents (95.2%) do not watch Cinema in theatre, while a few of the respondents (4.8%) watch Cinema in Cinema Hall.

### Watch Cinema in last three Months:

The respondents were asked to mention whether they watch movie in last three weeks or not. The distribution of the respondents into these categories is shown below in table no. 4.26

**Table No: 4.26 Watch Movies in last three Months**

Sl. No	Watch Movies in last three Months	Sex		Total	Percentage %
		Male	Female		
1	None	{46.3%} 57 (96.6%)	{53.6%} 66 (100%)	123	98.4
2	Two	{100%} 02 (3.4%)	0	2	1.6
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (98.4%) did not watch cinema in the last three months, while a few of the respondents (1.6%) watched cinema in last three months in Cinema Hall.

### Types of Movies:

The respondents were asked to mention about what kind of cinema they would like to watch. For this purpose, they are categorized into three categories: i) Do not Watch ii) Romantic cinema iii) Commercial cinema The distribution of the respondents into these categories is shown below in table no.4.27

**Table No: 4.27 Types of Movies**

Sl. No	Kinds of Movies	Sex		Total	Percentage %
		Male	Female		
1	Do Not Watch	{52.05%} 38 (64.4%)	{61.6%} 45 (68.2%)	73	58.4
2	Romantic Cinema	{26.9%} 07 (11.8%)	{73.1%} 19 (28.8%)	26	20.8
3	Commercial Cinema	{87.5%} 14 (23.7%)	{12.5%} 02 (3.03%)	16	12.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (58.4%) do not watch cinema, while one fifth of the respondents (20.8%) watch romantic cinema and a little more than one tenth of the respondents (12.8%) watch commercial cinema.

**Choice of Language:**

The respondents were asked to mention about their language preferences while watching cinema. For this purpose, they are categories into three categories: i. does not watch ii. Hindi iii. English and iv. Others .The distribution of the respondents into these categories is shown below in table no. 4.28

**Table No: 4.28 Language Preferences**

Sl. No	Languages Preferences	Sex		Total	Percentage %
		Male	Female		
1	Do Not Watch	{52.05%} 38 (64.4%)	{61.6%} 45 (68.2%)	73	58.4
2	Hindi	{35.3%} 06 (10.2%)	{64.7%} 11 (16.6%)	17	13.6
3	English	{100%} 05 (8.5%)	00	05	4
4	Others	00	00	00	00
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (58.4%) do not watch cinema, while a little more than one tenth of the respondents (13.6%) watch Hindi cinema. and a few of the respondents (4%) watch English cinema

**Patterns of Exposure to VCD/DVD Player:**

The Pattern of exposure to VCD/DVD may be analysed in terms of ownership of VCD and watching cinema on VCD/DVD.

**Ownership of VCD/DVD:**

The respondents were asked to mention whether they have VCD or not. The distribution of the respondents into these categories is shown below in the table 4.29

**Table No: 4.29 Ownership of VCD/DVD**

Sl. No	Ownership of VCD	Sex		Total	Percentage %
		Male	Female		
1	No	{46.1%} 48 (81.3%)	{53.8%} 56 (84.8%)	104	83.2
2	Yes	{52.4%} 11 (18.6%)	{47.6%} 10 (15.1%)	21	16.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (83.2%) do not have VCD, while about one sixth of the respondents (16.8%) have VCD.

**Watching Cinema on VCD:**

The respondents were asked to mention whether they watch Cinema on VCD/DVD or not.. The distribution of the respondents into these categories is shown below in table no: 4.30

**Table No: 4.30 Watching Cinema on VCD**

Sl. No	Movies on VCD	Sex		Total	Percentage %
		Male	Female		
1	No	{46.3%} 56 (94.9%)	{53.7%} 65 (98.5%)	121	96.8
2	Yes	{75%} 03 (5.1%)	{25%} 01 (1.5%)	04	3.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data shows that majority of the respondents (96.8%) do not watch movies on VCD. Only a few of the respondents (3.2%) watch movies on VCD.

**Letter:**

The respondents were asked to mention whether they send letter or not for any purposes in a month. The distribution of the respondents into these categories is shown below in Table No: 4.31

**Table No: 4.31 Letters**

Sl. No	Letters	Sex		Total	Percentage %
		Male	Female		
1	No	{33.3%} 25 (42.4%)	{80%} 60 (90.9)	75	60
2	Yes	{85%} 34 (57.6%)	{15%} 06 (9.1%)	40	32
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that most of the respondents (60%) do not send letter, while less than one third of the respondents (32%) send letter in a month.

#### Type of Post:

The respondents were asked to mention about their Post preferences while sending letter. For this purpose, they are categorized into four categories: i) Do not Send ii) Ordinary iii) Speed Post iv) Registered. The distribution of the respondents into these categories is shown below in the table 4.32

**Table No: 4.32 Type of Post**

Sl. No	Post Preferences	Sex		Total	Percentage %
		Male	Female		
1	Do Not Use	{33.3%} 25 (42.4%)	{80%} 60 (90.9)	75	60
2	Ordinary	{76.9%} 10 (16.9%)	{23.1%} 03 (4.5%)	13	10.4
3	Speed Post	{89.5%} 17 (28.8%)	{10.5%} 02 (3.03%)	19	15.2
4	Registered	{87.5%} 07 (11.8%)	{12.5%} 01 (1.5%)	08	6.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (60%) do not use this medium, while less than one sixth of the respondents (15.2%) prefer speed post. And one-tenth of the respondents (10.4%) prefer ordinary post and a less than one-tenth of the respondents (6.4%) prefer registered post.



### Purpose of sending Letter:

The respondents were asked to mention about their purpose of sending letter. For this purpose, they are categorized into four categories: i) Do Not Send ii) Personal iii) Official iv) Academic. The distribution of the respondents into these categories is shown below in table no 4.33:

**Table No: 4.33 Purpose of sending Letter**

Sl. No	Purpose of sending Letter	Sex		Total	Percentage %
		Male	Female		
1	Do Not Send	{33.3%} 25 (42.4%)	{80%} 60 (90.9)	75	60
2	Personal	{100%} 03 (5.1%)	00	03	2.4
3	Official	{84.6%} 22 (37.3%)	{15.4%} 04 (6.1%)	26	20.8
4	Academic	{66.6%} 04 (6.7%)	{33.3%} 02 (3.03%)	06	4.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that while one fifth of the respondents (20.8%) send letter for official purpose. Only few of the respondents (4.8%) send letter for academic purpose and a few send letter for personal purpose

### Patterns of Exposure to Mobile:

The Patterns of exposure to mobile may be analysed in terms of mobile ownership and outgoing call frequency in a day.

### Mobile Ownership:

The respondents were asked to mention whether they have mobile or not. The distribution of the respondents into these categories is shown below in table 4.34

**Table No: 4.34 Mobile Ownership**

Sl. No	Mobile Ownership	Sex		Total	Percentage %
		Male	Female		
1	No	{13.04%} 03 (5.1%)	{86.9%} 20 (30.3%)	23	18.4
2	Yes	{54.9%} 56 (94.9%)	{45.1%} 46 (69.7%)	102	81.6
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (81.6%) have mobile phone, while, a little less than one fifth of the respondents (18.4%) do not have mobile phone.

**Outgoing Call Frequency:**

The respondents were asked to mention about their call frequency in a day. For this purpose they categorized into three categories: i) No call ii) 5-10 calls iii) 10-20 calls.

The distribution of the respondents into these categories is shown below in table 4.35

**Table No: 4.35 Outgoing Call Frequencies**

Sl. No	Outgoing Call Frequencies	Sex		Total	Percentage %
		Male	Female		
1	No Call	{10%} 02 (3.38%)	{90%} 18 (27.3%)	20	16
2	5-10	{52.5%} 53 (89.8%)	{47.5%} 48 (72.7%)	101	80.8
3	10-20	{100%} 04 (6.7%)	00	04	3.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (80.8%) make 5-10 calls in a day, while one sixth of the respondents (16%) do not make any call, and a few of the respondents (3.2%) make 10-20 calls in a day.

**Pattern of exposure to Computer:**

The patterns of exposure to Computer may be analysed in terms of accessibility to computer, place of accessing to computer and purpose of using computer.

### Access to Computer:

The respondents were asked to mention whether they have access to Computer or not.

The distribution of the respondents into these categories is shown below in table no: 4.36

**Table No: 4.36 Access to Computer**

Sl. No	Access to Computer	Sex		Total	Percentage %
		Male	Female		
1	No	{45.8%} 50 (84.7%)	{54.1%} 59 (89.4%)	109	87.2
2	Yes	{52.9%} 09 (15.2%)	{47.05%} 08 (12.1%)	17	13.6
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (87.2%) do not have access to computer, while near about one seventh of the respondents (13.6%) have access to computer.

### Place of Accessing Computer:

The respondents were asked to mention about their place of accessing computer. For this purpose, they are categorized into three categories: i. Do not has access ii. School and iii. Others Place. The distribution of the respondents into these categories is shown below in table 4.37

**Table No: 4.37 Place of Accessing Computer**

Sl. No	Place of Accessing Computer:	Sex		Total	Percentage %
		Male	Female		
1	Do Not have Access	{45.8%} 50 (84.7%)	{54.1%} 59 (89.4%)	109	87.2
2	School	{50%} 04 (6.7%)	{50%} 04 (6.1%)	08	6.4
3	Others Place	{62.5%} 05 (8.5%)	{37.5%} 03 (4.5%)	08	6.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (87.2%) do not have access to computer, while less than one tenth of the respondents (6.4%) have access computer at school and other places also, such as cyber cafe or friends place.

### Purpose of Using Computer:

The respondents were asked to mention about their purpose of using computer. For this purpose, they are categorized into five categories: i) Do not have access ii) Education iii) Business iv) Entertainment v) Games. The distribution of the respondents into these categories is shown below in table 4.38

**Table No: 4.38 Purpose of Using Computer**

Sl. No	Purpose of Using Computer	Sex		Total	Percentage %
		Male	Female		
1	Do Not have Access	{45.8%} 50 (84.7%)	{54.1%} 59 (89.4%)	109	87.2
2	Education	{66.6%} 04 (6.7%)	{33.3%} 02 (3.03%)	06	4.8
3	Business	00	{100%} 02 (3.03%)	02	1.6
4	Entertainment	{75%} 03 (5.1%)	{25%} 01 (1.5%)	04	3.2
5	Games	{50%} 02 (3.4%)	{50%} 02 (3.03%)	04	3.2
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (87.2%) do not have access to computer, while a few of the respondent (4.8%) use computer for education purpose. And a few of the respondents (1.6%) use computer for business purpose. And a few (3.2%) use Computer for Entertainment Purpose and Games.

### Pattern of exposure to Internet:

The patterns of accessibility to Internet may be analysed in terms of access to Internet, frequency of using internet, place of accessing internet and purpose of using internet.

### Access to Internet:

The respondents were asked to mention whether they have access to Internet or not. The distribution of the respondents into these categories is shown below in Table No.4.39

**Table No: 4.39 Access to Internet**

Sl. No	Access to Internet	Sex		Total	Percentage %
		Male	Female		
1	No	{45.8%} 55 (93.2%)	{54.2%} 65 (98.5%)	120	96
2	Yes	{80%} 04 (6.7%)	{20%} 01 (1.5%)	05	4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (96%) do not have access to Internet and only a few of the respondents (4%) have access to Internet.

### Frequency of Access to Internet:

The respondents were asked to mention whether they use Internet regularly or not. The distribution of the respondents into these categories is shown below in table no.4.40

**Table No: 4.40 Frequency of Access to Internet**

Sl. No	Frequency of Access to Internet	Sex		Total	Percentage %
		Male	Female		
1	No	{46.3%} 57 (96.6%)	{53.6%} 66 (100%)	123	98.4
2	Yes	{100%} 02 (3.4%)	00	02	1.6
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (98.4%) do not have access to internet, only a few of the respondents (1.6%) have access to internet regularly.

### Place of Accessing Internet:

The respondents were asked about the place of accessing Internet. For this purpose, they are categorized into three categories: i) do not have access, ii) cyber café, iii) others

place. The distribution of the respondents into these categories is shown below in table no 4.41

**Table No: 4.41 Place of Accessing Internet**

Sl. No	Place of Accessing Internet	Sex		Total	Percentage %
		Male	Female		
1	Do Not have Access	{45.8%} 55 (93.2%)	{54.2%} 65 (98.5%)	110	88
2	Cyber Café	{75%} 03 (5.1%)	{25%} 01 (1.5%)	04	3.2
3	Friends Place	01	00	01	0.8
	<b>Total</b>	<b>59 (47.2%)</b>	<b>66 (52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that only a few of the respondents(3.2%) have access to internet at cyber cafe, while some of the respondents (0.8%) have access to internet at other place like at friends place.

**Purpose of Using Internet:**

The respondents were asked to mention about the purpose of using computer. For this purpose they are categorized into three categories: i. do not have access ii. E-mail and iii. Academic. The distribution of the respondents into these categories is shown below in table no.4.42

**Table No: 4.42 Purpose of Using Internet**

Sl. No	Purpose of Using Internet	Sex		Total	Percentage %
		Male	Female		
1	Do not Have Access	{45.8%} 55 (93.2%)	{54.2%} 65 (98.5%)	110	88
2	E-Mail	02 {100%} (3.4%)	00	02	1.6
3	Academic	{100%} 02 (3.4%)	{33.3%} 01 (1.5%)	03	2.4
	<b>Total</b>	<b>59 (47.2%)</b>	<b>66 (52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (88%) do not have access to internet, a few respondents (2.4%) use internet for academic purpose, while a few of the respondents (1.6%) use internet for sending e-mail.

**Whether Family Member uses Internet:**

The respondents were asked to mention whether family used internet or not. The distribution of the respondents into these categories is shown below in table no.4.43

**Table No: 4.43 whether Family Member uses Internet**

Sl. No	Whether Family Member Uses Internet	Sex		Total	Percentage %
		Male	Female		
1	No	{45.8%} 55 (93.2%)	{54.2%} 65 (98.5%)	110	88
2	Yes	{80%} 04 (6.7%)	{20%} 01 (1.5%)	05	4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (88%) family do not have access to internet, while only a few of the respondents (4%) family have access to internet.

**Comfort level while using Computer:**

The respondents were asked to mention about their comfort level while using Computer. For this purpose, they are categorized into five categories: i) Do not have access ii) Somewhat Comfortable iii) Neither comfortable nor uncomfortable iv) Somewhat uncomfortable v) Very Comfortable. The distribution of the respondents into categories is shown below in table no.4.44

**Table No: 4.44 Comfort level while using Computer**

Sl. No	Comfort level while using Computer	Sex		Total	Percentage %
		Male	Female		
1	Do Not Have Access	{45.8%} 50 (84.7%)	{54.1%} 59 (89.4%)	109	87.2
2	Somewhat Comfortable	{57.1%} 04 (6.7%)	{42.8%} 03 (4.5%)	07	5.6
3	Neither comfortable nor uncomfortable	{55.5%} 05 (8.5%)	{44.4%} 04 (6.1%)	09	7.2
4	Somewhat uncomfortable	00	00	00	00
5	Very Comfortable	00	00	000	00
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that most of the respondents (87.2%) do not have access to computer, while less than one tenth of the respondents (7.2%) feel neither comfortable nor uncomfortable while using computer, then a few of the respondents (5.6%) are somewhat feel comfortable while using internet.

**Comfort level while using Internet:**

The respondents were asked to mention about their comfort level while using Internet. For this purpose, they are categorized into five categories: i) Do not have access ii) Somewhat Comfortable iii) Neither comfortable nor uncomfortable iv) Somewhat uncomfortable v) Very Comfortable. The distribution of the respondents into these categories is shown below in table below 4.45



**Table No: 4.45 Comfort level while using Internet**

Sl. No	Comfort level while using Computer	Sex		Total	Percentage %
		Male	Female		
1	Do Not Have Access	{45.8%} 55 (93.2%)	{54.2%} 65 (98.5%)	120	96
2	Somewhat Comfortable	{75%} 03 (5.1%)	{25%} 01 (1.5%)	04	3.2
3	Neither comfortable nor uncomfortable	{100%} 01 (1.7%)	00	01	0.8
4	Somewhat uncomfortable	00	00	00	00
5	Very Comfortable	00	00	000	00
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that a majority of the respondents (96%) do not have access to Internet. While a few of the respondents (3.2%) have feel somewhat comfortable while using internet, and a very few of the respondents (.08%) feel neither comfortable nor comfortable while using internet

**Digital Literacy:**

The respondents were asked to mention whether they have digital literacy or not. The distribution of the respondents into these categories is shown below table no. 4.46

**Table No: 4.46 Digital Literacy**

Sl. No	Digital Literacy	Sex		Total	Percentage %
		Male	Female		
1	Do not have	{44.9%} 53 (89.8%)	{55.1%} 65 (98.5%)	118	94.4
2	Learned by Experience	{100%} 04 (6.7%)	00	04	3.2
3	Diploma	{66.6%} 02 (3.4%)	{33.3%} 01 (1.5%)	03	2.4
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (94.4%) do not have digital literacy, while a few of the respondents (3.2%) have learned by experience and a few of the respondents (2.4%) have diploma in digital literacy.

### Using Computer during Job:

The respondents were asked to mention whether they use computer during job and if yes for how long. The distribution of the respondents into these categories is shown below in table no.4.47

**Table No: 4.47 Using Computer during Job**

Sl. No	Using Computer during Job	Sex		Total	Percentage %
		Male	Female		
1	Do not use	{46.7%} 58 (98.3%)	{53.2%} 66 (100%)	124	99.2
2	1-5 hours	{100%} 01 (1.7%)	00	01	0.8
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data show that majority of the respondents (99.2%) do not use computer for job. Only a very few respondents (0.8%) use computer for job purpose.

### Sending Messages:

The respondents were asked to mention about their mode of sending messages to others. For this purpose, they are categorized into two categories: i) Telephone; ii) By Sending a Person. The distribution of the respondents into these categories is shown below in table no.4.48

**Table No: 4.48 Sending Messages**

Sl. No	Sending Messages	Sex		Total	Percentage %
		Male	Female		
1	Telephone	{45.4%} 50 (84.7%)	{54.5%} 60 (90.9%)	110	88
2	By Sending Person	{60%} 09 (15.2%)	{40%} 06 (9.1%)	15	12
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that majority of the respondents (88%) use telephone for sending messages, while little more than one tenth of the respondents (12%) send person, for the purpose of delivering messages.

### Level of Mass Media Exposure:

The score of the respondents on five point scale leads to their categorization into different level of Mass Media Exposure. The distribution of respondents into these categories is shown in the table no 4.49

**Table No: 4.49 Level of Mass Media Exposure**

Sl. No	Level of Mass Media Exposure	Frequency			Percentage %
		Male	Female	Total	
01	Very Low (1-5)	{49.3%} 37 (62.7%)	{50.6%} 38 (57.6%)	75	60
02	Low (6-10)	{75%} 12 (20.3%)	{25%} 04 (6.1%)	16	12.8
03	Average (11-15)	{71.4%} 10 (16.9%)	{28.6%} 04 (6.1%)	14	11.2
04	High (16-20)	00	00	00	00
05	Very High (21-25)	00	00	00	00
	<b>Total</b>	<b>59</b> <b>(47.2%)</b>	<b>66</b> <b>(52.8%)</b>	<b>125</b>	<b>100</b>

The data reveal that most of the respondents in the village have a very low level of mass media exposure. While less than one fifth of the respondents have low level of mass media exposure and an average level of mass media exposure as well.

### **Summary of the Chapter:**

1. The data show that majority of the respondents (51.2%) do not have radio, while less than half of the respondents (48.8%) have radio.
2. The data show that majority of the respondents (53.6%) do not listen to radio, while less than half of the respondents (44.8) listen radio for less than 1 hour and only a few of the respondents (1.6%) listen radio for 1-2 hour only.
3. The data show that majority of the respondents (53.6%) do not listen radio, while more than one-third of the respondents (36%) listen news and a little more than one-tenth of the respondents (10.4%) listen regional programmes.
4. The data shows that majority of the respondents (53.6%) do not listen to radio, while a little more than one third of the respondents (28%) listen to national station, while a little more than one tenth of the respondents (8.8%) listen to regional station, and a few of the respondents (1.6%) listen to international station.
5. The data show that majority of the respondents (91.2%) do listen health related programmes, while only a little less than one tenth of the respondents (8.8%) listen health related programme.
6. The data reveal that majority of the respondents (91.2%) do not listen health related programme on radio. While a less than one-tenth (8.8%) of the respondents listen to health related programme just for less than 1hour.
7. The data show that majority of the respondents (61.6%) do not read Newspaper, while only less than two fifth of the respondent (38.4%) read Newspaper.
8. The data reveal that majority of the respondents (61.6%) do not read Newspaper, while a little less than one third of the respondents (24%) read Dainik Jugasankha newspaper, and remaining less than one sixth of the respondents (14.4%) read Samoyik Parasanga.

9. The data show that majority of the respondents (61.6%) do not subscribe Newspaper, while little less than two fifth of the respondents (38.4%) subscribe Newspaper.
10. The data shows that majority of the respondents (61.6%) do not read newspaper, while one fifth of the respondents (20%) read Dainik Jugasankha, less than one tenth of the respondents (10.4%) read Samoyik Prasanga and a few of the respondents (8.8%) read Dainik Jugasankha+Samoyik Parasanga.
11. The data show that majority of the respondents (61.6%) do not subscribe or read Newspaper, while more than one third of the respondents (38.4%) spent less than one hour in reading Newspaper.
12. The data reveal that majority of the respondents (34.8%) read regional section of the Newspaper, while about one fourth of the respondents (24.8%) read political section of the Newspaper; About one-tenth of the respondents (10.4%) read cinema related news, near about one-fifth of the respondents (19.8%) read health related news. And more than one-tenth of the respondents (13.9%) read sports related news. And a few of the respondents of the respondents (3.4%) read editorial part of the newspaper.
13. The data reveal that majority of the respondents (92.8%) do not read Magazine, while less than one tenth of the respondents (7.2%) read Magazine.
14. The data show that majority of the respondents (92.8%) do not read Magazine, while less than one tenth of the respondents (4.8%) read Sananda Magazine while a few respondents (2.4%) read Susasthya Magazine.
15. The data reveal that majority of the respondents (92.8%) does not read health issues in magazine, while less than one tenth of the respondents (7.2%) read health issues.

16. The data show that majority of the respondents (79.2%) have Television at their home, while less than one fifth of the respondents (20.8%) do not have Television.
17. The data show that majority of the respondents (51.2%) watch television regularly, while more than half of the respondents (48.8%) do not watch television regularly.
18. The data show that majority of the respondents (90.4%) watch television at home, while less than one tenth of the respondents (6.4%) do not watch television and a few of the respondent watch television (3.2%) at neighbors place or relatives place.
19. The data show that majority of the respondents (74.4%) watch television less than one hour, while less than one fifth of the respondents (19.2%) watch television for 1-2 hours. And less than one tenth of the respondents (6.4%) do not watch television.
20. The data show that majority of the respondents (66.4%) have cable connection, while one third of the respondents (33.6%) do not have cable connection.
21. The data show that majority of the respondents (26.9) watch news on their television, while little more than one sixth of the respondents (18.4%) watch sports programme, near about one seventh of the respondents watch movies (15.8%), while near about one seventh of the respondents watch Music programmes (13.9%) and serials (13.01%). And less than one tenth of the respondents watch mythological programme; while out of every 20 of the respondents (5.7%) watch documentary based programme.
22. The data reveal that majority of the respondents (7.5%) watch DD Ne Channel, (28%), next, less than one tenth of the respondents (6.6%) watch NeTv Channel, less than one tenth of the respondents watch Zee TV (6.2%), Sony TV (5.8%),

Zee Cinema (5.1%), Color Channel (4.5%), ESPN (4.5%), Star Gold (3.9%), Star Plus (3.9%), Discovery (3.6%), Zee Music (3.6%), Star Utsav (3.2%), BTN (3.2%), Zee Bangla (2.8%), SAB Channel (2.8%), News Live (2.1%), Star Jalsha (2.1%), Nat-Geo(2.1%), AajTak(1.9%), etc (1.7%), Akash Bangla (1.3%), Cartoon Channel (1.1%), Animal Planet (1.1%). And a few respondents watch channel as Star News (0.6%), HBO (0.6%), NDTV Imagine (0.6%), Sahara TV (0.4%)

23. The data show that most of the respondents (92%) do not watch health related programme on television, while less than one tenth of the respondents (8%) watch health programme.
24. The data show that majority of the respondents (92%) do not health related programme, while a few of the respondent (4.8%) spent less than one hour watching television, again a few of the respondents spend (3.2%) 1-2 hours watching programme.
25. The data show that most of the respondents (95.2%) do not watch movies in theatre, while a few of the respondents (4.8%) watch movies in theatre.
26. The data show that majority of the respondents (98.4%) have not watch cinema in the last three months, while a few of the respondents (1.6%) watched cinema in last three months.
27. The data show that majority of the respondents (58.4%) do not watch cinema, while one fifth of the respondents (20.8%) watch romantic cinema and a little more than one tenth of the respondents (12.8%) watch commercial cinema.
28. The data show that majority of the respondents (58.4%) do not watch cinema, while a little more than one tenth of the respondents (13.6%) watch Hindi cinema. and a few of the respondents (4%) watch English cinema
29. The data show that majority of the respondents (83.2%) do not have VCD, while about one sixth of the respondents (16.8%) have VCD.

30. The data shows that majority of the respondents (96.8%) do not watch movies on VCD. Only a few of the respondents (3.2%) watch movies on VCD.
31. The data show that most of the respondents (60%) do not send letter, while less than one third of the respondents (32%) send letter in a month.
32. The data reveal that majority of the respondents (60%) do not use this medium, while less than one sixth of the respondents (15.2%) prefer speed post. And one tenth of the respondents (10.4%) prefer ordinary post and a less than one tenth of the respondents (6.4%) prefer registered post.
33. The data reveal that while one fifth of the respondents (20.8%) send letter for official purpose. Only few of the respondents (4.8%) send letter for academic purpose and a few of the respondents (2.4%) send letter for personal purpose
34. The data show that majority of the respondents (81.6%) have the mobile, while, a little less than one fifth of the respondents (18.4%) do not have mobile.
35. The data reveal that majority of the respondents (80.8%) make 5-10 calls in a day, while one sixth of the respondents (16%) do not make any call, and a few of the respondents (3.2%) make 10-20 calls in a day.
36. The data show that majority of the respondents (87.2%) do not have access to computer, while near about one seventh of the respondents (13.6%) have access to computer.
37. The data show that majority of the respondents (87.2%) do not have access to computer, while less than one tenth of the respondents (6.4%) have access computer at school and other places also, such as cyber cafe or friends place.
38. The data show that majority of the respondents (87.2%) do not have access to computer, while a few of the respondent (4.8%) use computer for education purpose. And a few of the respondents (1.6%) use computer for business purpose. And a few (3.2%) use Computer for Entertainment Purpose and Games.



39. The data show that majority of the respondents (96%) do not have access to Internet and only a few of the respondents (4%) have access to Internet.
40. The data show that majority of the respondents (98.4%) do not have access to internet, only a few of the respondents (1.6%) have access to internet regularly.
41. The data reveal that only a few of the respondents(3.2%) have access to internet at cyber cafe, while some of the respondents (0.8%) have access to internet at other place like at friends place.
42. The data reveal that majority of the respondents (88%) do not have access to internet, a few respondents (2.4%) use internet for academic purpose, while a few of the respondents (1.6%) use internet for sending e-mail.
43. The data show that majority of the respondents (88%) family do not have access to internet, while only a few of the respondents (4%) family have access to internet.
44. The data show that most of the respondents (87.2%) do not have access to computer, while less than one tenth of the respondents (7.2%) feel neither comfortable nor uncomfortable while using computer, then a few of the respondents (5.6%) are somewhat feel comfortable while using internet.
45. The data show that a majority of the respondents (96%) do not have access to Internet. While a few of the respondents (3.2%) have feel somewhat comfortable while using internet, and a very few of the respondents (.08%) feel neither comfortable nor comfortable while using internet
46. The data show that majority of the respondents (94.4%) do not have digital literacy, while a few of the respondents (3.2%) have learned by experience and a few of the respondents (2.4%) have diploma in digital literacy.
47. The data show that majority of the respondents (99.2%) do not use computer for job. Only a very few respondents (0.8%) use computer for job purpose.

48. The data reveal that majority of the respondents (88%) use telephone for sending messages, while little more than one tenth of the respondents (12%) send person, for the purpose of delivering messages.